


Personas

Personas can help design teams better understand their target user groups. We collect personas from different groups including the school's teachers who will use the booking system to book, and the science gallery booking team who manage the booking requests, other science gallery staff and students who want to explore the science gallery. Those personas have different genders, different generations and different educational backgrounds.

Persona Group: School Educator

PERSONA: Emily Smith

Emily Smith



Melbourne, VIC

Married

Science Teacher

28

Bachelor's degree in Education

Goals&Motivation

Emily wants her students to gain hands-on experience in the arts and sciences, and have a practical understanding of science so that knowledge can be integrated into real-life situations. Developing students' hands-on skills.

She hopes to use this website to easily book different science and art programs. At the time of booking, she can learn about the programs and get timely feedback on the bookings so that she can schedule her students' teaching trips.

Quote

“

I want to provide students with opportunities to learn by doing, sparking their curiosity and interest in science.

”

Responsibilities

Emily is responsible for designing and teaching the science curriculum at her high school. In addition, she organises workshops, and various science events for the students, and is responsible for the scheduling and communication of the events.

Frustrations

Emily has a very busy schedule and it is difficult for her to keep waiting for responses to appointments or to make frequent changes to students' schedules.

Bio

Emily Smith is a passionate science teacher with a bachelor's degree in education. She is passionate about providing her students with engaging, hands-on learning experiences that spark their curiosity and foster a love of science.

Environment:

Emily's workplace is usually a classroom with whiteboards, projectors and lab equipment. Some presentations can be made but every student can't conduct an experiment.

UXPRESSIA

This persona was built in uxpressia.com

Persona Group: Science Gallery Staff

Alex Nguyen



📍 Melbourne, VIC

Single

Science Gallery Manager

36

Bachelor's degree in
Science

Goals & Motivation

As the manager of Science Gallery, he is committed to ensuring that events run smoothly and provide visitors with an exceptional experience. He plans engaging activities that stimulate student curiosity and promote visitors' exploration of art and science. He is required to confirm all bookings, ensure that appointments run smoothly, avoid unpleasant experiences, look after visitors and provide them with interesting programs.

Quote

“
I am committed to running a variety of activities in the Science Gallery to help students to be able to better experience and explore science and to ensure that bookings can run smoothly.
”

Responsibilities

Alex Nguyen is responsible for managing the activities of the Science Gallery, including managing programme content, equipment, space, staffing, etc. Alex also manages appointments from different schools, and visitors and ensures that the appointments run smoothly.

Bio

Alex Nguyen is the Manager of Science Gallery, overseeing day-to-day operations and coordinating events and exhibitions. With a Bachelor's degree in Science, he has the expertise to design events that provide a great experience for visitors.

Frustrations

Alex has many difficulties at work. Firstly, the Science Gallery is a shared space with the school, so coordinating the use of the space can be a difficult issue. Secondly, the current booking process is very old and there is a huge amount of work that needs to be done manually. A great deal of communication is done through email, which is very inefficient. Thirdly, innovating a new programme is challenging in itself and also needs to take into account the age and other constraints of the visitors.

Environment:

Alex works in the Science Museum office and regularly interacts with visitors, staff and partners. Alex needs to use a lot of software such as Microsoft Office, Microsoft Planner, Microsoft Bookings and Microsoft Calendar to manage these bookings. He also offers visitors a way to book appointments through the science gallery website.

UXPRESSIA

This persona was built in uxpressia.com

Lucy Thompson

Goals&Motivation

Lucy seeks to explore diverse scientific topics, find inspiration for her artwork, and foster personal growth through science exhibitions.



Quote

“
I find beauty at the intersection of art and science.
”

Responsibilities

Lucy Thompson is an art student with a passion for science exhibitions, who actively participates in exhibitions to broaden her knowledge and enhance her aesthetic of events and exhibitions.

📍 Melbourne,VIC

Single

student

18

Art student

Bio

Lucy Thompson is an 18-year-old art student who is curious and creative, with a knowledge of both art and science. Lucy finds herself drawn to science exhibitions where she can explore the wonders of the natural world interactively and engagingly. Although Lucy focused on art in her studies, she finds science to be a source of inspiration and fascination. She enjoys getting immersed in exhibitions, discovering new concepts and finding ways to incorporate them into her artwork.

Environment:

Lucy Thompson's living environment consists of art studios and classrooms where she immerses herself in her creative pursuits as an art student. Outside of the academic environment, Lucy explores science exhibitions at the Science Centre, finding inspiration and knowledge from interactive displays and hands-on activities. She also participates in online communities to share her experiences and discoveries.

Frustrations

Lucy Thompson, despite her passion for science fairs, is often frustrated by the difficulty of booking, the complexity of the space and the lack of clarity of concepts.

UXPRESSIA

This persona was built in uxpressia.com

David Patel



📍 Melbourne, VIC

Married

Program Tutor

24

Bachelor's degree of
Science

Frustrations

David's workshop may not be able to make reservations due to workshop equipment limitations or occupied space. As a result, many schools are unable to make appointments or provide workshops and lead student tours for more visitors, which makes David very frustrated.

Goals&Motivation

David Patel's main goal is to provide high-quality workshop experiences that result in meaningful learning experiences for the visiting school community. He wants to organise workshop activities efficiently and effectively to ensure that participants are fully engaged and enjoying the activities. He wants to make full use of the booking system to streamline the workflow and increase efficiency so that he can focus on delivering high-quality workshops. At the same time, avoiding the situation where the same workshop room is occupied at the same time improves efficiency.

Quote

“
I make sure that every visitor has a high-quality experience and that I can give my full attention to the workshop.
”

Responsibilities

David Patel coordinates and facilitates workshops at the Science Gallery. This includes designing the workshop curriculum, arranging events, managing logistics and ensuring visiting school groups have a smooth and enjoyable experience. He needs to ensure that the equipment, facilities, and workshop space are not occupied.

Bio

David Patel is an enthusiastic workshop tutor at Science Gallery. David has a background in education and is committed to creating great learning experiences for visiting school groups. He ensures participants have a smooth experience.

Environment:

David Patel's environment is in the Science Gallery office. He manages devices using the gallery such as iPads, 3D models, etc. At the same time, use various office software such as Microsoft Calendar to communicate with colleagues about appointments.